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Lock-N-Pop Invention In Search of Licensee

An innovative new product designed to effectively address a common problem related to the opening of certain types of containers, the **Lock-N-Pop**, has been developed by Kaleb Kelly of Snohomish, Washington. The invention’s unique design enables its users to open a variety of containers in an efficient and effortless manner.

The **Lock-N-Pop** will eliminate the need for overly strenuous and potentially dangerous attempts to force open tight lids and tops. The product will be easy and comfortable to utilize. Additionally, the **Lock-N-Pop** will save time and frustration stemming from not being able to access a needed product. It will also be made from durable materials, making it a wise investment. Furthermore, it will be competitively priced, adding to its appeal.

The **Lock-N-Pop** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Kelly now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the gripping aids industry are currently being targeted as candidates to eventually commercialize the **Lock-N-Pop** on a worldwide basis.

In July 2013, Mr. Kelly contracted product management services leader Innovation Direct™ to represent the **Lock-N-Pop** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the **Lock-N-Pop** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.